



Planet Fitness

Locations: New Hampshire (HQ)
Industries: Consumer Services

RISK LEVEL:



Lower Risk

DESCRIPTION:

Planet Fitness does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Planet Fitness does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Planet Fitness has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Planet Fitness does not appear to discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

Planet Fitness does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk

Planet Fitness supports LGBTQ identities through its LGBTQ protection in the Locker Rooms and support of Pride Month (1)(2).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Lower Risk

Planet Fitness has not used its corporate funds to advance ideological causes, organizations, or policies [\(1\)](#).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

Planet Fitness does not operate a PAC at this time but has not lobbied for ideological purposes [\(1\)](#)[\(2\)](#)[\(3\)](#).

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